

United States  
**Census**  
**2000**

**COMPLETE  
COUNT  
COMMITTEE  
GUIDEBOOK**

**KANSAS CITY REGIONAL CENSUS CENTER  
PARTNERSHIP PROGRAM**

SERVING ARKANSAS, IOWA, KANSAS, MINNESOTA, MISSOURI, AND OKLAHOMA

Henry Palacios, Regional Director

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# CONTENTS

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- I. Goals & Objectives of a Complete Count Committee**
- II. Benefits of a Complete Count Committee**
- III. Sub-committee structure for a Complete Count Committee**
- IV. Partnering with the U.S. Census Bureau**
- V. Complete Count Committee Activity Schedule**
- VI. Confidentiality**
- VII. Uses of Census Data**
- VIII. Complete Count Committee Survey**
- IX. Census 2000 Glossary**
- X. Kansas City Regional Contacts**



# COMPLETE COUNT COMMITTEE GUIDEBOOK

## **I. GOALS & OBJECTIVES OF A COMPLETE COUNT COMMITTEE**

- ⇒ To educate the people in your constituency about the census and how census data benefits their community, neighborhoods and households.
- ⇒ To decrease the differential undercount by identifying areas that were undercounted in the 1990 Census, hard-to-enumerate areas, special places, and any other populations who might not complete their forms or be hard to count. Your Partnership Specialist can help you with data from the 1990 Census.
- ⇒ To plan awareness and motivational activities for the community to increase participation.
- ⇒ To gather resources from all facets of the community (religious institutions, businesses, etc.) to work together toward an accurate count.

## **II. BENEFITS OF A COMPLETE COUNT COMMITTEE**

- ⇒ The Complete Count Committee is an information channel like no other – *neighbors informing neighbors*
- ⇒ The Complete Count Committee already has the trust of much of the community. Hearing census information from local and trusted sources is more effective than widespread, generic messages.
- ⇒ The Complete Count Committee members will gain valuable knowledge about their community and its members. In turn, the Committee will be better equipped to prepare the community for a successful Census 2000.
- ⇒ The Complete Count Committee will increase participation and mail-back response through a localized, intensive Census awareness campaign. This will reduce or eliminate an undercount and result in a more accurate snapshot of your community.
- ⇒ Complete Count Committees are entirely voluntary and the U.S. Census Bureau does not manage them. This provides an opportunity for maximum flexibility and customization at the local level. However, we are always available to serve as an information resource and provide assistance.

### **III. SUB-COMMITTEE STRUCTURES FOR A COMPLETE COUNT COMMITTEE**

- ⇒ Your Complete Count Committee should involve every facet of the community. Representation can be achieved through individuals from the different areas of your community or by establishing sub-committees.
- ⇒ Sub-committees may not be appropriate for all communities. They should be used in larger communities, communities with hard-to-enumerate populations and/or special needs, and other areas requiring individual attention. **If your Complete Count Committee is interested in establishing sub-committees, contact your Partnership Specialist for more information.**
- ⇒ Examples of sub-committees are: government, education, religion, media, community organization, business, recruiting, and special housing. The needs of your community will determine the types of sub-committees you should establish.

### **IV. PARTNERSHIPS WITH THE U.S. CENSUS BUREAU**

- ⇒ Of course, forming a Complete Count Committee is a partnership you've already made. To make the most of your Committee activities, keep your Partnership Specialist informed of strategies and activities, as well as any challenges – we can help planning, preparation, and informational resources for your committee.
- ⇒ Invite a Partnership Specialist from the Census Bureau to make a presentation about how local communities can affect the success of Census 2000.
- ⇒ Issue a Census 2000 Proclamation to kick-off your local census awareness campaign. A sample proclamation is included on the next page, but feel free to tailor your proclamation as needed.

Make sure to send a copy of your completed proclamation to:  
Partnership Program  
Kansas City Regional Census Center  
10015 N. Executive Hills Blvd.  
Kansas City, MO 64153

- ⇒ Promote Census recruiting efforts in your area. Hiring people from the local community assists the Census Bureau in compiling accurate information by using the local knowledge of your residents.
- ⇒ Participate in Census Geographic Programs. Help us make sure that we have up-to-date geographic information about your community. Providing current boundary information and assisting with address verification are additional ways to ensure an accurate count.

# Census 2000 Proclamation of

\_\_\_\_\_  
(City, Town, County, State, etc.)

\_\_\_\_\_  
(Name of Government Entity)

WHEREAS, the 2000 Census will determine apportionment of seats in the United States House of Representatives, state legislatures and local governments, and is the basis for the allocation of billions of dollars of Federal funding; and,

WHEREAS, Census information is confidential and protected by law, prohibiting any public or private agency from gaining access to confidential Census data; and,

WHEREAS, the \_\_\_\_\_ of \_\_\_\_\_ is committed to a full and accurate Census count and is placing special emphasis on enumerating members of traditionally undercounted population groups; and,

WHEREAS, the \_\_\_\_\_ of \_\_\_\_\_ has agreed to be one of the 39,000 governmental entities in partnership with the U.S. Census Bureau; and,

WHEREAS, the \_\_\_\_\_ of \_\_\_\_\_ shall form a Complete Count Committee consisting of members from the local government, business, religious, civic, and media communities; and,

THEREFORE, I \_\_\_\_\_, \_\_\_\_\_ of the \_\_\_\_\_ of \_\_\_\_\_ hereby proclaim Census 2000 as a top priority for all elected and appointed officials, and encourage the community to place an emphasis on partnering with the U.S. Census Bureau in achieving an accurate and complete count in Census 2000.

Signed this \_\_\_\_ day of \_\_\_\_\_, 199\_\_

\_\_\_\_\_

ATTEST:

SEAL

\_\_\_\_\_

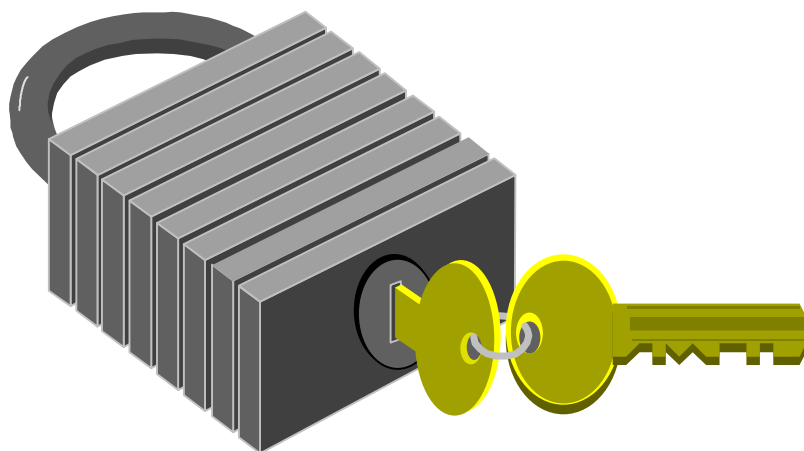
## **V. COMPLETE COUNT COMMITTEE ACTIVITY SCHEDULE**

Use this schedule as a guide for planning your Complete Count Committee activities. Please remember that not all items may be applicable to your community.

<b>TIME FRAME</b>	<b>SUGGESTED ACTIVITIES</b>
<b>Summer/Fall 1998</b>	Highest elected official or designee meets with Partnership Specialist to discuss forming a partnership with Census Bureau for Census 2000 and establishment of a Complete Count Committee
	Issue a Proclamation of partnership with the Census Bureau and establishment of a Complete Count Committee
	Form a Complete Count Committee – name a chairperson and members
	Hold a press conference to announce the Complete Count Committee, including its purpose and goals
<b>Fall/Winter 1998</b>	First Complete Count Committee Meetings <ul style="list-style-type: none"> <li><input type="checkbox"/> Overview of goals of CCC</li> <li><input type="checkbox"/> Establish sub-committees</li> <li><input type="checkbox"/> Develop an action plan for Census 2000 awareness</li> <li><input type="checkbox"/> Develop action plans for sub-committees</li> <li><input type="checkbox"/> Set schedules for action plans</li> </ul>
<b>January – December 1999</b>	Hold regularly scheduled meetings of entire CCC and sub-committees
	Proceed with activities of CCC and sub-committees
	Modify action plan as needed
	Plan at least one Census awareness activity per month
	Begin Census 2000 Education program
	Encourage residents to apply for Census jobs
	Notify residents when Census operations are underway and what to expect
<b>January 2000</b>	Hold monthly CCC and sub-committee meetings
	Prepare plans for Census Week and Census Day
	Continue monthly Census awareness activities
	Develop awareness activity plan for Non-Response Follow-Up
<b>February 2000</b>	
	Hold monthly CCC and sub-committee meetings
	Review plans for Census Week and Census Day
	Continue monthly Census awareness activities
	Develop awareness activity plan for Non-Response Follow-Up
<b>March 2000</b>	Finalize plans for March Census awareness activities
<b>March 2000</b>	Issue news releases highlighting Census Week and Census Day activities and locations of Questionnaire Assistance Centers (QACs) and Be Counted sites
	Implement community-wide Census awareness activities such as fairs, poster contests, etc.
<b>APRIL 1, 2000 CENSUS DAY</b>	Hold Census Day activities
	Saturate local media with reminders to complete questionnaires
<b>May-July 2000</b>	Hold CCC meeting to review Census participation
	Encourage residents to apply for Census enumerator jobs
	Encourage residents to cooperate with Census enumerators
	Maintain Census awareness campaign
<b>August 2000</b>	Prepare summary report for Complete Count Committee operations and activities – submit a copy to your Partnership Specialist
	Hold Census 2000 wrap-up party for the Complete Count Committee and the community.
<b>THANK YOU FOR YOUR ASSISTANCE IN MAKING CENSUS 2000 A SUCCESSFUL START TO THE NEW MILLENNIUM!</b>	

## VI. CONFIDENTIALITY

- ⇒ Census data is 100% confidential. U.S.C. Title 13 is the law that protects your personal census information. **NO ONE** other than sworn Census Bureau employees can access your information – not even another Federal agency. (including IRS, Welfare, INS, and FBI)
- ⇒ During the Truman Administration, while the White House underwent renovation, it was necessary to relocate the President until the renovations were completed. The Secret Service requested the Census Bureau to provide information on residents living in the proposed relocation area for security purposes and background checks. Title 13 was upheld, thus denying even the President and the Secret Service from access to census data.
- ⇒ The Census Bureau has been taken to court by the IRS, Justice Department and other governmental agencies in an attempt to gain access to individual census information. Title 13 has been upheld every time!
- ⇒ It is **vital** that everyone in your community be aware of the confidentiality of their information – especially in households and populations that have a strong distrust or fear of the Federal government. Make this a staple of your census awareness information.
- ⇒ All Census Bureau employees must pass security and employment reference checks and swear to uphold Title 13. ***PENALTY FOR VIOLATION IS A \$5,000 FINE AND A 5-YEAR PRISON TERM.***



## **VII. USES OF CENSUS DATA**

### **50 Ways to Use Census data**

1. Reapportionment of seats in US House of Representatives
2. Distribution of over \$180 billion in Federal funds
3. Distribution of State funds
4. Drawing Federal, State and local legislative districts
5. Decision making and budget planning for all levels of government
6. Attracting new businesses to States and local areas
7. Forecasting future transportation needs
8. Planning for hospitals, nursing homes, clinics, and other health services
9. Forecasting future housing needs
10. Directing funds for services in impoverished populations
11. Designing public safety strategies
12. Rural development
13. Analyzing local trends
14. Urban planning
15. Land use planning
16. Estimating numbers of people displaced by natural disasters
17. Aid in rescue and recovery of disaster victims
18. Developing assistance programs for Native Americans
19. Location of utilities
20. Environmental research
21. Genealogical research (after 2072)
22. Historical research
23. Creating maps for 911 and other emergency response systems
24. Delivering goods and services to local markets
25. Designing facilities for people with disabilities, the aged, and children
26. Product planning
27. Spotting trends in economic status of the nation
28. Investment and financial planning
29. Publication of economic and statistical reports in the US
30. Scientific research
31. Developing intelligent maps for government and business
32. Proof of age, relationship or residence
33. Medical research
34. Media planning and research
35. Evidence in litigation involving land use, voting rights and equal opportunity
36. Drawing school district boundaries
37. Planning for public transportation services
38. Planning health and educational programs for people with disabilities
39. Establishing fair rents and fair lending practices
40. Providing services to non-English speaking children and adults
41. Understanding labor supply
42. Assessing potential for spread of communicable diseases
43. Analyzing military personnel
44. Making business decisions
45. Understanding consumer needs
46. Planning for religious congregations
47. Locating factory sites and distribution centers
48. Creating public and private sector surveys
49. Evaluating programs and trends in different geographic areas
50. Determining areas eligible for housing assistance and rehabilitation loans

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- ◆ Census data is required to apply for a majority of Federal and State grants.
  - ◆ Many State funding programs are Federal monies allocated using Census data for State management and distribution.
  - ◆ Between Decennial Censuses, the Census Bureau conducts on-going surveys, such as the agricultural, economic and start-of-housing surveys.
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# COMPLETE COUNT COMMITTEE

Thank you for your efforts toward an accurate Census 2000 count by forming a Complete Count Committee. Please complete the information below and return to the address below.

CCC NAME			
CHAIRPERSON			
ADDRESS			
PHONE			
FAX			
DATE OF INCEPTION			
NUMBER OF MEMBERS			
MEETING SCHEDULE/ FREQUENCY <small>(I.E. MONTHLY, WEEKLY, ETC.)</small>			
<b>MEMBER REPRESENTATION</b> <small>(please provide totals ONLY)</small>			
Religious Organizations		Business Community	
Media Organizations		Government	
Educational Organizations		Civic Organizations	
Other:			
GOALS OF YOUR CCC/ OTHER PERTINENT INFORMATION			

Please help the Census Bureau help you by forwarding copies of CCC agendas, activity plans, minutes, etc. to your Partnership Specialist at:

**Kansas City Regional Census Center**  
**Partnership Program**  
**10015 N. Executive Hills Blvd.**  
**Kansas City, Missouri 64153**

# Census 2000 Glossary

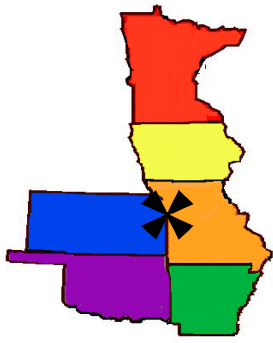
Address Lister	An interviewer who obtains addresses and related information and records that information on address listing pages and census maps.
Address Listing Aug. - Dec. 1998	A canvassing operation in which Address Listers create an address list by identifying and listing the mailing address and/or physical locations for all places where people live or could live within a specified area. (non city-style [mostly rural] areas)
Apportionment	The process of dividing up the 435 memberships, or seats, in the House of Representatives among the 50 states. The Census Bureau has a dual responsibility in this connection. It conducts the census at 10-year intervals. And, at the conclusion of each census, it uses the results for calculating the number of House memberships each state is entitled to have. The latter process is the initial use of the basic results of each census. For additional information on the apportionment process, see Census 2000 and the Congressional Apportionment.
Be Counted Form	An unaddressed census form for use by persons who did not receive a form or who believe they were missed in a household count.
Be Counted Site	A location such as a business, library, post-office, etc., which voluntarily makes Be Counted forms available for the public.
Block Canvassing Jan. - May 1999	A canvassing operation in which Address Listers update and verify mailing addresses for all places where people live or could live within a specified area. (city-style [mostly urban] areas)
Canvassing	Systematically traveling all streets, roads, paths, etc., in each block in an assignment area to identify every place where people live or could live.
Census Block	An area bounded on all sides by visible features such as streets, roads, railroad tracks, rivers, etc., or by invisible features such as county lines, city limits, or property lines. The basic unit of census geography.
Census Field Office (CFO)	A small Census office that establishes a local presence in a specified area, either urban or rural for a relatively short time period for canvassing type of operations prior to the Census.
City-Style Address	An address consisting of a house number and street name permanently assigned to a specific housing unit <b>and</b> is the mailing address for that housing unit.
Data Capture Center (RCC)	A decentralized Census Bureau facility that will check in all questionnaires returned by mail, create images of all questionnaire pages, and convert data to computer readable format using OMR, ICR, and data keying technologies. The RCCs also will perform other computer processing activities, including automated questionnaire edits, work flow management, and data storage. Called "processing offices" (POs) in previous censuses.
Decennial	Occurring or being done every 10 years.

Early Local Census Office (ELCO)	A temporary Census office established to conduct early operations for the Census.
Enumerator	A person selected to conduct Census interviews.
Group Quarters	A facility where people live that is not a typical household-type living arrangement. The Census Bureau classifies all individuals not living in households as living in group quarters. There are two types of group quarters: institutional (for example, correctional facilities, nursing homes, and mental hospitals) and non-institutional (for example, college dormitories, military bases and ships, hotels, motels, rooming houses, group homes, missions, shelters, and flop-houses).
Housing Unit	A house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as a separate living quarters, or if vacant, intended for occupancy as a separate living quarters. Separate living quarters are those in which the occupants live separately from any other individuals in the building and which have direct access from outside the building or through a common hall. For vacant units, the criteria of separateness and direct access are applied to the intended occupants whenever possible.
Integrated Coverage Measurement (ICM)	A coverage measurement methodology that will be used to determine the number of people and housing units missed or counted more than once in Census 2000. This information is combined with the initial data collection results before producing a single set of official census results (the one-number census).
Large Household Follow-Up (LHFU)	A follow-up operation for mail returns to obtain missing data when the number of persons in a household exceeds the number of persons that can be included on the Census household questionnaire.
List/Enumerate	A method of data collection in which temporary field staff, called enumerators, list each residential address, spot the location of each on a census map, and interview the residents of the household during a single visit. This completes the census address list for these areas and provides the information needed to update the TIGER database and Master Address File.
Listing	Systematically traveling all streets, roads, etc., in a block, looking for and listing every housing unit.
Living Quarters	Each place where people live or could live
Local Census Office (LCO)	A temporary local Census Bureau office established for data collection purposes during selected periodic censuses, including Census 2000.
Local Update of Census Addresses (LUCA)	A Census 2000 program, established in response to requirements of P.L. 103-430, that provides an opportunity for state, local, and tribal governments to review and update individual addresses information in the MAF and associated geographic information in the TIGER data base before using the addresses for questionnaire delivery to improve the completeness and accuracy of both computer files and the census. For additional information about local programs involving local participation, see Geographic Programs. (Also known as Address List Review)
Mailing Address	The address used by a living quarters to receive mail.

Master Address File (MAF)	A computer file based on a combination of the addresses in the 1990 census address file and current versions, supplemented by address information provided by state, local, and tribal governments. The MAF is being updated throughout the decade and the next to provide a basis for creating the Census 2000 address list, the address list for the American Community Survey, and the address list for the Census Bureau's other demographic surveys.
Non City-Style Address	An address that does not include a house number and street name <b>and</b> does not receive mail delivery for its housing unit. (i.e., RR3, Box 129A, or P.O. Box 47)
Non-response Follow-up	A census follow-up operation in which temporary field staff, known as enumerators, visit addresses from which no response was received.
Partnership	Agreement(s) made with Federal, State, local and tribal governments, community groups and other organizations, which allow their participation in Census 2000 preparation.
Public Law 94-171 (PL94-171)	The public law that requires the Census Bureau to provide selected decennial census data tabulations to the states within a year of the census enumeration. These data tabulations are used by the states to redefine the areas included in each Congressional district and other districts used for state and local elections, a process known as redistricting. For additional information on the redistricting process, see Census 2000 Redistricting Data Program.
Public Law 103-430 (PL103-430)	The public law that amends Title 13, United States Code, to allow designated local and tribal officials access to the address information in the MAF to verify its accuracy and completeness. This law also requires that the USPS provide address information it compiles to the Census Bureau to improve the MAF.
Questionnaire Assistance Center (QAC)	Assists persons with questions about the Census or who need help completing their questionnaire. Centers will be organized by Census 2000 partners and staffed by volunteers.
Regional Census Center (RCC)	One of the temporary offices established to manage LCO activities in an area during a decennial census, to conduct geographic programs and support the decennial census.
Regional Office (RO)	Office established for the management of all census operations in a pre-defined regional area that covers several states and several million housing units.
Service-based enumeration (SBE)	Enumeration of persons receiving services at shelters, soup kitchens, mobile units and drop-in centers and also those staying at non-sheltered outdoor locations (TNSOLS).
Special place	An institution that includes facilities where people live or stay other than the usual house, apartment, or mobile home. Examples are colleges and universities, nursing homes, hospitals, and prisons. Often the facilities that house people are group quarters, but they may include standard houses or apartments as well.

Targeted Non-Shelter Outdoor Location (TNSOL)	A congregating site that is geographically identifiable and has existed for a minimum of 2 months. Must have more than 15 people sleeping at the location, be open to the elements and have a specific location description. (i.e., campgrounds, transient campsites, bridges, etc.)
Telephone Questionnaire Assistance (TQA)	A toll-free service that will be provided by a commercial phone center to answer questions about Census 2000 and the Census 2000 questionnaire, and to take interviews from people who prefer to be interviewed over the telephone.
Transient Night (T-NIGHT)	An enumeration procedure conducted in 1990 during the afternoon and evening of the Saturday preceding Census Day to enumerate individuals occupying transient units at Young Men's Christian Associations (YMCA), Young Women's Christian Associations (YWCA), youth hostels, commercial campgrounds, public campgrounds, campgrounds at racetracks, fairs, and carnivals. (i.e., 15 people under the 5 <sup>th</sup> Street bridge at the corner of Jackson and Miller)
Topologically Integrated Geographic Encoding and Referencing (TIGER)	A computer data base that contains a digital representation of all census-required map features (streets, roads, rivers, railroads, lakes, and so forth), the related attributes for each (street names, address ranges, etc.), and the geographic identification codes for all entities used by the Census Bureau to tabulate data for the United States, Puerto Rico, and the Island Areas. The TIGER data base records the interrelationships among these features, attributes, and geographic codes and provides a resource for the production of maps, entity headers for tabulations, and automated assignment of addresses to a geographic location in a process known as "geo-coding."
Update/Leave	A procedure in which the enumerator modifies or updates a mailing list while delivering a questionnaire at each address with instructions to complete and mail it to the local Census office. Conducted in areas with non-city-style addresses.
Usual Residence	A place where a person spends more nights during a year than any other place.
Self-Enumerating Places	Places in which a staff member of the facility lists the name of all persons staying in each group quarters and prepares the questionnaire packets, such as hospitals and prisons where the safety of the residents or enumerators is a concern. This type of enumeration is also conducted at military installations.
Urban Update/Leave	A procedure in which the enumerator modifies or updates a mailing list while delivering a questionnaire at each address with instructions to complete and mail it to the local Census office. Conducted in areas with city-style addresses where mail delivery is problematical.

# Kansas City Regional Partnership Contacts



## Kansas City Regional Census Center

10015 N. Executive Hills Boulevard

Kansas City, Missouri 64153

(816) 801-2020 Fax (816) 801-2019

Henry Palacios, Regional Director

Ben Arzu, Partnership Coordinator

### ARKANSAS

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